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A study on strategies used to build successful internet based customer service in v four e system with special reference to Tirupur

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ABSTRACT

The importance of this study is to examine the customer satisfaction towards online service users in Tirupur. Online service is a present phenomenon which has developed a good importance in the trendy business environment. Online service has grown in popularity over the years mainly because people find it convenient for the comfort of their home or workplace. The rapid development of the internet has strongly impact upon the worldwide marketing environment. Currently it has become one of the popular approaches for business and customer to perform trade over the internet. Businesses have been coming up with creative ways to promote their product via online. This study is taking place to identify the factors that may influence customer's online service satisfaction. Generally, the success of online service essentially depends on the customer satisfaction during their purchase.

INTRODUCTION

Online service is the process whereby consumers directly buy goods and services etc. from a seller interactively in real-time without an intermediary service over the internet. Online service is the process of buying goods and services from merchants who sell on the Internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Consumers buying a variety of the items from online stores. The idea of online service is to lead customers to a convenient way of service. Customers will be able to save their time and money, plus retrieve all the product information with just few clicks in few minutes. Plus, purchasing can be done anywhere, anytime according to their preferences. [1-3]

along with its vital growth the number of scamps, fraudulent practices and cheating also increased. Such cheating activities had created fear in the minds of customers and also an adverse impact in the attitude of consumers towards online purchase. The problem area of this survey is consumer's satisfaction towards online service will determine the factors that influence customers to service online and those factors will help the marketers to formulate their strategies towards online marketing.

OBJECTIVES OF THE STUDY

- ❖ To identify the Demographic profile of respondents
- ❖ Rank the problems faced ton customer due to internet service.

STATEMENT OF THE PROBLEM

Online marketing has gained a lot of importance in present marketing conditions. But

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SCOPE OF THE STUDY

- ❖ To know about which service type people prefer most
- ❖ To find out the reason for buying products
- ❖ To find out the price range that people prefer most
- ❖ To know which features they admire in their service

LIMITATIONS OF THE STUDY

- ❖ The study is confined to Tirupur only.
- ❖ The study is based upon the consumer behaviours of online service.
- ❖ The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias. So the accuracy is not true.

LITERATURE REVIEW

- ❖ Amar Cheema and Purushottam Papatla (2009)⁶¹, made an attempt to study the relative importance of online information versus offline information for internet purchase. The study found that relative importance of online information is higher for utilitarian products such as computer hardware and software than for hedonic products such as books, music and movies, the relative importance of online information decreases with increasing consumer internet experience and consumers' trust of online search engine information decreases with increasing internet experience.
- ❖ Leva Andersone (2009)⁶⁰, has examined the differences in behaviour between online and traditional service of Latvian consumers. According to the study the consumers are looking for information about product, service frequency, about pricing, buying volume and time.
- ❖ A study has conducted by Feng Zhu (2010)⁶², indicates that how product and consumer characteristics moderate the influence of online consumer reviews on product sales using data from the video game industry.

RESEARCH METHODOLOGY

Research design

A Master plan that specifies the method and procedures for collecting and analysing needed information.

Descriptive research

Descriptive research design is used for the study, it is a fact finding investigation with adequate interpretation.

Sample design

Sampling is the process of selecting a sufficient number of elements from the population. A Sample Design is a definite plan for obtaining a sample from the sampling frame. It refers to the technique or the procedure the researcher would adopt in selecting some sampling units from which inferences about the population is drawn.

Non – probability sampling

Non-Probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected.

Convenience sampling

Convenience sampling (also known as Availability Sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study

Size of the sample

The Sample size is **100**.

DATA COLLECTION METHOD

Primary data

These are data which are collected for the first time directly by the Researcher for the Specific study undertaken by researcher. In this research primary data are collected directly from the Respondent by using Questionnaire.

Secondary data

These are data which are already collected and used by someone preciously. In this research review of Literature, Details of the industry are collected from the Internet.

Statistical tools used

To analyse and interpret collected data the following simple percentage and ranking were used.

Simple percentage analysis

To analyse and interpret collected data the following simple percentage and ranking were used.

Formula

Percentage analysis = (No. of respondents/ Total no. of respondents) x100

Hentry garrett ranking

Garrett's ranking technique to find out the most significant factor which influences the respondents; Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula:

$$\text{Percent Position} = 100 (R_{ij} - 0.5) N_j$$

Where R_{ij} = Rank given for the i^{th} variable by j^{th} respondents

N_j = Number of variable ranked by j^{th} respondents.

DATA ANALYSIS

The Respondents participated in the research are from diversified background with gender, age group, marital status and educational qualification, height, weight.

Table no 1: Demographic profile of the respondents

Details of the respondents		No of respondents	Percentage
Gender	Male	53	53
	Female	47	47
	Total	100	100
Age	15-25 yrs	32	32
	26-35 yrs	48	48
	36-45 yrs	16	16
	Above 45 yrs	04	04
Educational qualification	Total	100	100
	School	11	11
	UG	36	36
	PG	50	50
	Not educated	03	03
Marital status	Total	100	100
	Married	59	59
	Unmarried	41	41
Occupation	Total	100	100
	Student	28	28
	Employee	26	26
	Business	31	31
	Agriculture	02	02

	Professional	08	08
	Others	05	05
	Total	100	100
	Below 10000	11	11
Monthly Income	10000-30000	37	37
	30001-50000	21	21
	50001-70000	10	10
	Above 70000	01	01
	Total	100	100
Family type	Nuclear	63	63
	Joint	37	37
	Total	100	100
No. of members in family	Below 3	39	39
	4-5	40	40
	Above 5	21	21
	Total	100	100
Location	Village	30	30
	Town	50	50
	City	20	20
	Total	100	100
Awareness of respondents	Online ad	28	28
	Offline ad	13	13
	Friends	39	39
	Newspaper	13	13
	Television	07	07
	Total	100	100
Payment mode	Credit card	07	07
	Debit card	33	33
	Net banking	11	11
	COD	49	49
	Other	00	00
	Total	100	100

SOURCE: Primary data

Interpretation

From the study it is evident that 53% of the respondents fall under the gender group of male,

48% of the respondents fall under the age group of 26 – 35 years, 50% of the respondents fall under the Educational qualification is Post Graduate, 59% of the respondents fall under the category of

Married, 31% of the respondents fall under the Occupation of Business, the average monthly income of 37% of the respondents falls under the category of 10000 – 30000, 63% of the respondents fall under the category of Nuclear family, the No. of family members of 40% of the respondents falls under the category of 4 – 5

members, the location of 50% of the respondents fall under the Town area, 39% of the respondents falls under the Awareness of respondents to visit the website on Friends, 49% of the respondents fall under the payment mode normally adopted on Cash on Delivery.

Ranking technique

Table no 2: Problems faced by the customers in online service revealed through henry garrett

S.No	PROBLEMS	TOTAL SCORE	RANKS
1	Delay in service time	3848	3
2	High service charges	3978	2
3	Receive wrong product	2700	6
4	Receive damage product	2300	7
5	Not quality of Goods & Services	1770	8
6	Can't touch and seen	4370	1
7	Poor packing	755	10
8	Difficulty in payment	3696	4
9	Unclear return and guarantee policies	1242	9
10	Payment information missing	3186	5

Source: Primary data

Interpretation

From the above table it is evident that “Can't touch and seen” ranked as No.1 with total score of 4370, “High service charges” ranked as No.2 with total score of 3978, “Delay in service time” ranked as No.3 with total score of 3848, “Difficulty in payment” ranked as No.4 with total score of 3696, “Payment information missing” ranked as No.5

with total score of 3186, “Receive wrong product” ranked as No.6 with total score of 2700, “Receive damage product” ranked as No.7 with total score of 2300, “Not quality of goods and services” ranked as No.8 with total score of 1770, “Unclear return and guarantee policies” ranked as No.9 with total score of 1242, “Poor packing” ranked as No.10 with total score of 755

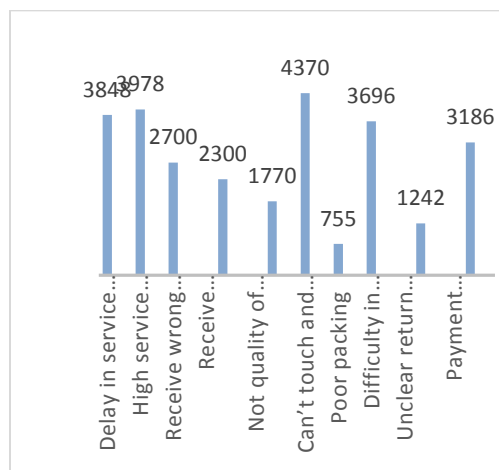


Figure No: 1 Problems faced by the customers in online service

FINDINGS

- The respondents ranked as No.1 “Can’t touch and seen” with total score of 4370 points.
- The respondents ranked as No.2 “High service charges” with total score of 3978 points.
- The respondents ranked as No.3 “Delay in service time” with total score of 3848 points.

SUGGESTIONS

- The customers feel that service of the product is one week and more than one week. So the online company should reduce the period of the product service within 2-3 days.
- The majority of the customers are faced the problems line can’t touch. Therefore internet online service and shopping companies should more attentions about the delivery point

REFERENCE

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- For regular buyers and for vendors delivery or courier agency can reduce courier charges so that the price of the service and product could be reduced.

CONCLUSION

The result of the study portrays that majority of the customers are highly satisfied in regard to price of the product followed by discount offered and time taken for delivery and service of product on Online . Further, customer’s satisfaction is associated with their marital status and intensity of problem faced on their online service. Customers who face low level of problem on their online service are more satisfied, which make them to have repetitive service and purchase on the same web portals. Therefore internet online service and shopping companies should more attentions about the service and delivery point.